

Listing of Claims

1.-34. (Canceled)

35. (Currently Amended) A ~~An~~ advertising method of combining at least two audio files containing media into a single combined audio file, the method that comprises comprising: receiving a first audio file that contains advertising content from a first party; receiving a second audio file that includes non-advertising content from a second party; creating a combined audio file from ~~the first and second two~~ audio files; ~~wherein at least one of the two audio files produces an advertising message when played, the combined audio file being a single digital file that includes the advertising content of the first audio file and the non-advertising content of the second audio file;~~ making the combined audio file accessible for download ~~by multiple~~ to a plurality of users via a computer network; and transmitting the combined audio file to a at least one device ~~user computer~~ where the entire combined audio file is saved for later playback ~~or transfer to an external multimedia player;~~ receiving a payment from the first party for inclusion of the first audio file with the combined audio file; and distributing at least a portion of the payment as a royalty payment to the second party for the inclusion of the second audio file with the combined audio file, wherein the combined audio file is made accessible for download free of charge to the plurality of users.

36. (Currently Amended) The method of claim 35, further comprising transmitting the combined audio file to a plurality of devices onto which each transmitted combined audio file is saved for later playback ~~each of multiple users to store.~~

37. (Currently Amended) The method of claim 35, wherein the advertising message saved combined audio file can be played back repeatedly on the device, and the combined audio file is configured so that each time it is played ~~each time a user plays the combined audio file~~

saved on the user computer from a saved location on the device, both the first and second audio files are played.

38. (New) The method of claim 35, wherein the royalty payment is calculated based on a number of times the combined audio file has been transmitted and saved by users.

39. (New) The method of claim 35, wherein the act of receiving the first audio file comprises:

accepting an upload of the first audio file over a computer network.

40. (New) The method of claim 35, wherein the act of receiving the second audio file comprises:

accepting an upload of the second audio file over a computer network.

41. (New) The method of claim 35, wherein the act of receiving the first and second audio files comprise:

accepting an upload of the first audio file over a computer network;

accepting an upload of the second audio file over a computer network; and

confirming that the first audio file and second audio file are in the same file format to facilitate combination of the first and second audio files into the combined audio file.

42. (New) The method of claim 35, wherein when the combined audio file is played, a portion of the combined audio file containing the advertising content is played before another portion of the combined audio file containing the non-advertising content.

43. (New) The method of claim 35, wherein the combined audio file is configured so that a portion of the combined audio file containing the advertising content cannot be easily removed from the combined audio file.

44. (New) The method of claim 35, wherein the second audio file comprises a musical composition.

45. (New) The method of claim 35, wherein the creation of the combined audio file comprises:

appending the first audio file to the second audio file, and
saving the second audio file with the appended first audio file as a new audio file, the new audio file being the combined audio file.

46. (New) The method of claim 35, wherein the second audio file consists of a music single of one song.

47. (New) The method of claim 35, wherein the first audio file comprises an advertising jingle.

48. (New) The method of claim 35, wherein the at least one device comprises a user's computer.

49. (New) The method of claim 35, wherein the at least one device comprises an external playback device.